

1 May 1972

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▶ BOOK WORLD DISCONTINUED AS A SUPPLEMENT

Book World, the Sunday book supplement of the Chicago Tribune and the Washington Post, will be published in locally edited book review sections in the two newspapers beginning June 4. The magazine supplement had been published since 1967 by Postrib Corp., jointly owned by the Washington Post and the Chicago Tribune. The new editor of the Post Book World is William McPherson, book editor of the Post and formerly a senior editor at William Morrow. Tribune columnist Robert Cromie, who also conducts the "Book Beat" TV program, will be in charge of the Chicago Tribune's Book World staff as associate editor. Advertising sales for the Tribune will be handled by the Tribune's advertising department and its sales representatives in New York - Sawyer, Ferguson and Walker. Newspapers now subscribing to Book World's syndicated book reviews will receive book reviews from the Washington Post's Book World. Further announcements from each of the two newspapers will describe innovation planned for the two new Book World sections.

MORI/CDF